PORT-LA-JOYE–
FORT AMHERST

NATIONAL HISTORIC SITE
OF CANADA

Management Plan

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OF CANADA

Management Plan

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For more information about the Site Management Plan or about Port-la-Joye–Fort Amherst National Historic Site of Canada:

Port-la-Joye–Fort Amherst
National Historic Site of Canada
2 Palmers Lane
Charlottetown, Prince Edward Island
Canada C1A 5V6

TEL: (902) 566-7050
FAX: (902) 566-7226
atlantic.parksinfo@pc.gc.ca
www.parkscanada.gc.ca

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Foreword

Canada's national parks, national historic sites and national marine conservation areas represent the soul of Canada. They are a central part of who we are and what we are. They are places of magic and wonder and heritage. Each tells its own story. Together, they connect Canadians to our roots, to our future and to each other.

What we cherish as part of our national identity, we also recognize as part of our national responsibility. All Canadians share the obligation to preserve and protect Canada's unique cultural and natural heritage. Together, we hold our national parks, national historic sites and national marine conservation areas in trust for the benefit of this and future generations. To achieve this, practical action grounded in long-term thinking is needed.

These principles form the foundation of this new management plan for Port-la-Joye–Fort Amherst National Historic Site of Canada. May I offer my deep appreciation to the vast range of thoughtful Canadians who helped forge this plan. I am especially grateful to our very dedicated team from Parks Canada and to all those local organizations and individuals who have demonstrated such good will, hard work, spirit of cooperation and extraordinary sense of stewardship.

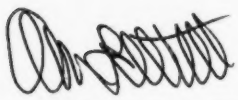
In that same spirit of partnership and responsibility, I am pleased to approve the Port-la-Joye–Fort Amherst National Historic Site of Canada Management Plan.

Sheila Copps

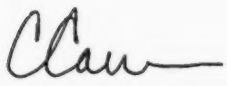
Sheila Copps
Minister of Canadian Heritage

Recommendations

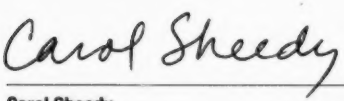
Recommended by:



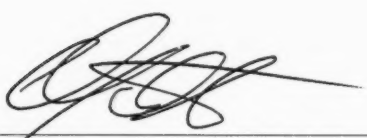
Alan Latourelle
Chief Executive Officer
Parks Canada



Christina Cameron
Director General
National Historic Sites, Parks Canada



Carol Sheedy
Director General
Eastern Canada, Parks Canada



David Lipton
Field Unit Superintendent
Prince Edward Island Field Unit, Parks Canada

Executive Summary

Port-la-Joye–Fort Amherst National Historic Site of Canada is commemorated for its role from 1720 to 1770 as the seat of government and as a port of entry for settlers to Prince Edward Island under French and British occupation, and as a colonial outpost in the Franco-British struggle for dominance in North America. The Historic Sites and Monuments Board of Canada recommended Port-la-Joye–Fort Amherst for commemoration in 1958.

Located on Prince Edward Island's south shore, the Site is approximately 40km from the City of Charlottetown by road. The rolling grasslands of the 90 hectare site are well-visited by local Islanders as a popular recreational area. Approximately four thousand visitors per year visit the Site, although not all make use of the visitor reception centre, which is the focus of heritage presentation and facilities offered at Port-la-Joye–Fort Amherst.

The Site poses a number of management challenges. The heritage presentation offer in the visitor reception centre needs updating, and a means of presenting a cohesive story of the Site on the grounds is required. The Site's below-ground resources are well-protected, but being below ground makes their interpretation to the visiting public difficult. Being slightly off the main tourist routes, the Site has difficulty attracting visitors in the absence of compelling heritage presentation, service and facilities offerings. However, the Site's commemorative integrity benefits from the thorough documentation and understanding of the cultural resources of the Site and the high level of cultural resource protection. As well, the Site has the attraction of a clear visual connection to downtown Charlottetown with excellent views of the harbour, and has tranquil and beautiful grounds. This management plan recognizes and addresses these challenges and opportunities.

This management plan is closely tied to the Commemorative Integrity Statement developed for the Site in 1997, which identifies the values inherent in the Site's cultural resources, the key messages to communicate the values, and the means to recognize threats to these resources. Throughout the management plan, consideration has been given to the impact that proposed actions might have on cultural resource protection and communication of commemorative values. Respect for the Site's heritage values has been fundamental to identifying appropriate management actions for the Site.

The Site's heritage presentation, use and management are of interest to regional and local stakeholders. Of historic significance is the important role of contemporary Mi'kmaq as allies of the French and Acadians during the Franco-British conflicts of the commemorated period. Today, the Island's Mi'kmaw community and Acadian community have a strong interest in the heritage presentation, use and management of the Site. The Cooperating Association Parks and People Association Inc. is another partner with whom heritage presentation and facilities and services have been offered at the Site.

This first management plan for the Site has been prepared so that future activities and decision-making at Port-la-Joye–Fort Amherst ensure proper protection, presentation and use of the Site as a place of national significance, while offering a quality visitor experience. This management plan provides strategic direction for heritage message delivery and outreach in conjunction with key partners, and for site management to protect in-situ heritage resources. Many strategic actions are identified to achieve the plan vision. Those actions identified as priorities

for the first three years following management plan approval are:

Heritage Resource Protection

- Continue protection of below-ground cultural resources through leaving them in-situ
- Continue to monitor in-situ cultural resources, especially for impact from visitor use and from natural processes (e.g., cliff erosion, changes to harbour channel, flooding)
- Continue to protect view planes associated with the military history of the Site in order to maintain the cultural landscape
- Continue to protect historic objects through ongoing collections management and continue to use them for on-site heritage presentation and outreach, as appropriate
- Maintain the open character of the Site associated with history of military and agricultural use in order to maintain the cultural landscape

Heritage Presentation

- Evaluate the heritage presentation offer at the Site and outreach efforts focussing on the messages of national significance and Level II messages. The program should be evaluated in terms of outcomes, audiences, messages and methods of presentation used, key elements of Parks Canada's heritage presentation programming
- Examine the role of the visitor reception centre in heritage presentation of the Site, and assess the current heritage presentation offering for outdatedness
- Continue development of outreach materials, especially for new media
- Work with partners (especially the Acadian community, the Mi'kmaw community, and Parks and People Association Inc.) to develop and deliver improved interpretive programs and services for the Site; maintain responsibility for program development and delivery to ensure commemorative integrity

Visitor Services

- Continue to support the work of partners in delivering appropriate products and services
- Continue to work with the Province of Prince Edward Island to improve highway signage to improve visitor orientation to the Site
- Seek alternative methods of providing better direction to all national historic sites in the Province (e.g., a brochure or map of all national historic sites on Prince Edward Island)
- Work cooperatively to mutually improve visitor awareness of other sites and attractions with similar themes on Prince Edward Island and off the Island
- Improve research and analysis capabilities to better understand and meet visitor demands and expectations
- Evaluate the facility and service offers to ensure that they are appropriate for current and changing markets

Management of Parks Canada

- Use environmentally sound management practices for the Site's natural resources
- Work with partners (especially the Acadian community, the Mi'kmaw community, and Parks and People Association Inc.) to develop and deliver improved interpretive programs and services for the Site; maintain responsibility for program development and delivery to ensure commemorative integrity

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1.0 Introduction

1.1 BACKGROUND

In 1958, the Historic Sites and Monuments Board of Canada (HSMBC) recommended the commemoration of Port-la-Joye–Fort Amherst as a national historic site, some 39 years after it was first mentioned in HSMBC deliberations. The decision led the way for the Site to be purchased and transferred to the federal government, and its official opening celebrated in 1973. HSMBC commemoration recognizes the Site's national historic significance as the seat of government and port of entry for settlers to Prince Edward Island and as a colonial outpost in the Franco-British struggle for dominance in North America.

This first management plan for Port-la-Joye–Fort Amherst National Historic Site of Canada provides long-term direction to managers. The plan provides strategic direction to guide the conservation and presentation activities necessary to ensure the commemorative integrity of this national historic site. As well, the plan helps managers respond to operational needs and cooperative opportunities, guiding on-site development and operations. The management plan offers a framework within which subsequent management, implementation and detailed planning will take place.

The grounds of Port-la-Joye–Fort Amherst maintain open views. *S. Larter 2002*

1.2 SITE LOCATION AND CONTEXT

Port-la-Joye–Fort Amherst is located in Queens County, Prince Edward Island, across the harbour from the capital, the City of Charlottetown (population 32 500). Located on the west side of the channel entrance to Charlottetown Harbour, Port-la-Joye–Fort Amherst is about 40 km from Charlottetown by road although only 6 km by water from the city's waterfront (MAP 2). The Mi'kmaw community of Rocky Point, part of the Abegweit band, is located northwest of the Site.

The Site consists of approximately 90 hectares of rolling grasslands with some small areas of mixed woodlands (MAP 3). The Site is bounded to the west by Route 19 (South Shore Road) and to the south by Blockhouse Road; the visitor reception centre is reached by Michel Haché-Gallant Lane, the main entrance road into the Site. Cultural resources are located in the Site's north half; no nationally significant cultural resources are known to be located in the rest of the Site. The most visible cultural resource feature on site is the earthworks from the British-period Fort Amherst. All other cultural resources of national significance are below ground.

Costumed animators at the Michel Haché-Gallant monument with visitors. *S. Larter 2002*

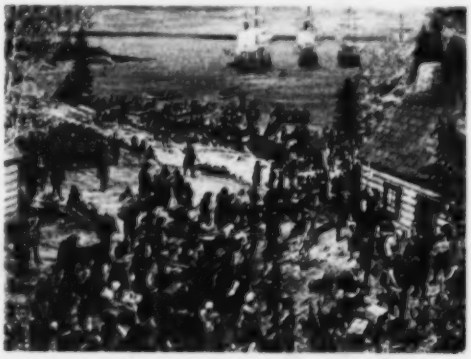
Land use surrounding the Site is largely devoted to agriculture. A few summer cottage developments border the property to the north. Outside the Site's southern boundary at Blockhouse Point are the remains of a gun battery from a 1794 blockhouse and battery erected by colonial authorities as part of the harbour's defenses.

1.3 HISTORICAL BACKGROUND

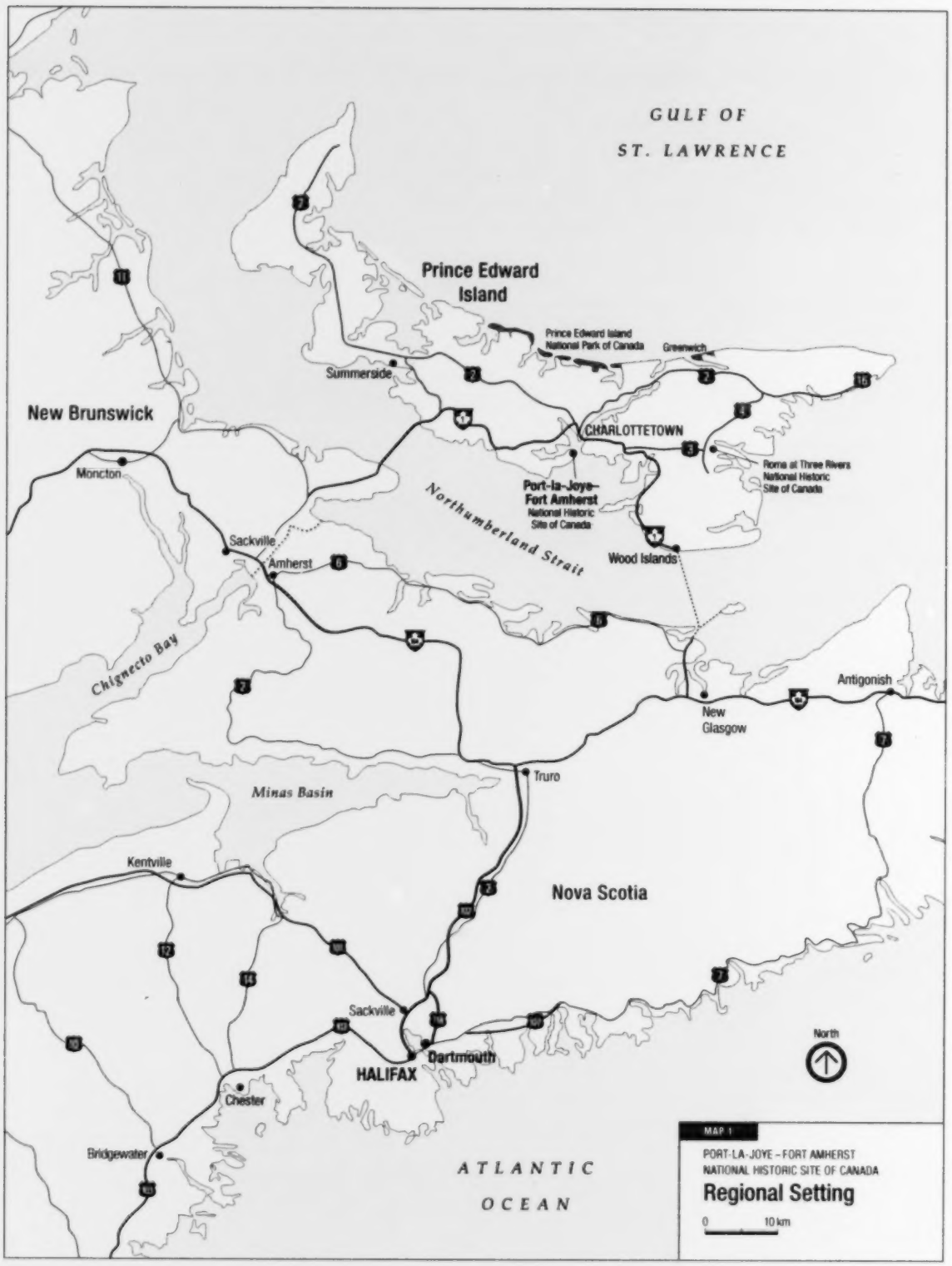
During the 18th century, the outpost at Port-la-Joye twice served as the administrative centre of the French colony of Isle Saint Jean, as Prince Edward Island was formerly known. During the subsequent British period, Fort Amherst served as the capital of the British colony of St. John's Island. Originally colonized as a condition of the trading and fishing monopolies granted to Comte de St. Pierre's company, Port-la-Joye was established in 1720. Among the early inhabitants was one of the first Acadians to settle on the Island, Michel Haché-Gallant of Beaubassin. He built his home between the French outpost and the landing cove and creek. Michel Haché Gallant's extended family subsequently formed the core of the Port-la-Joye community between 1720 and 1745.

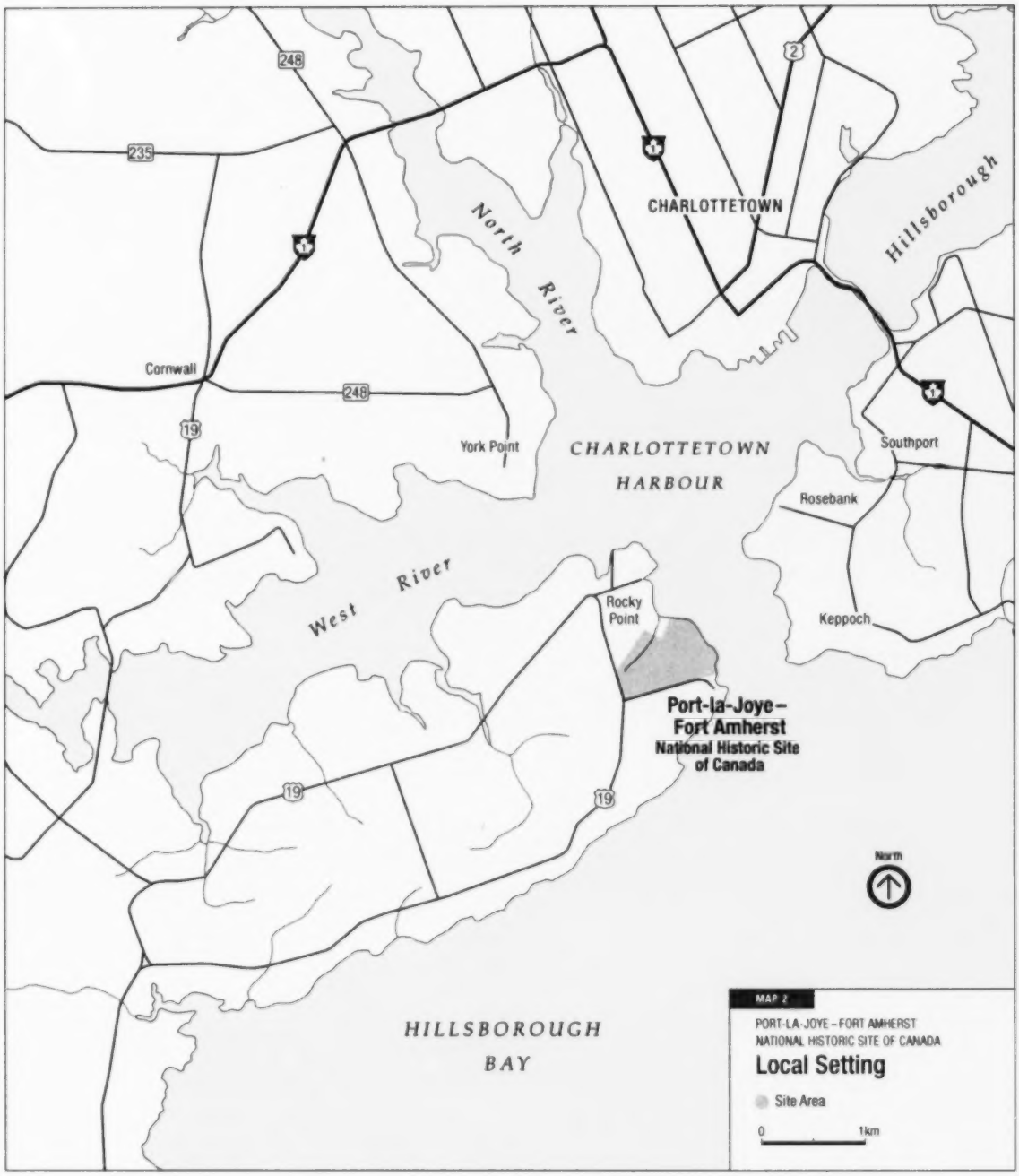
With the company's eventual failure, many of the Island inhabitants, solely reliant on the Comte de St. Pierre's largesse, departed Port-la-Joye and Port St. Pierre in 1724. Those who chose to remain survived on their own in the neglected French territory, until it was decided that troops would be sent from Louisbourg in 1726 to defend the inhabitants. During the next decade, Port-la-Joye operated as a modest bastion of authority where administrative and judicial matters of the colony were resolved. The settlement continued until a British attack was imminent; Port-la-Joye was abandoned in the autumn of 1744 in order to strengthen Louisbourg's defenses.

Between 1745 and 1748, the British ruled Isle Saint Jean. Then the Treaty of Aix-la-Chapelle returned Isle Royale and its dependencies, including Isle Saint Jean, to France. The next few years were spent rebuilding on the site of the first outpost. Planning for the future and provisioning the Acadian refugees streaming to the Island from Chignecto and Tatamagouche were preoccupations throughout the 1750s. That exodus accelerated when the deportations began in 1755.



Expulsion of the Acadians from Port-la-Joye. *Artist: Lewis Parker*


GULF OF
ST. LAWRENCE
Prince Edward Island
Prince Edward Island National Park of Canada
Greenwich
Summerside
New Brunswick
CHARLOTTETOWN
Moncton
Port-la-Joye–Fort Amherst National Historic Site of Canada
Roma at Three Rivers National Historic Site of Canada
Northumberland Strait
Sackville
Amherst
Wood Islands
Chignecto Bay
Antigonish
New Glasgow
Truro
Minas Basin
Kentville
Nova Scotia
Sackville
Dartmouth
HALIFAX
Chester
Bridgewater
ATLANTIC
OCEAN
North
MAP 1
PORT-LA-JOYE – FORT AMHERST
NATIONAL HISTORIC SITE OF CANADA
Regional Setting
0
10 km


248
235
1
2
CHARLOTTETOWN
Hillsborough
North River
Cornwall
248
19
York Point
CHARLOTTETOWN
HARBOUR
Southport
Rosebank
West River
Rocky Point
Keppoch
Port-la-Joye–
Fort Amherst
National Historic Site
of Canada
19
19
North
HILLSBOROUGH
BAY
MAP 2
PORT-LA-JOYE – FORT AMHERST
NATIONAL HISTORIC SITE OF CANADA
Local Setting
Site Area
0
1km

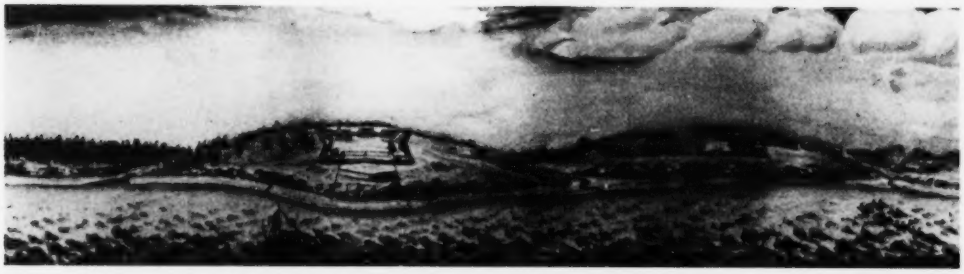


Illustration of Port-la-Joye, circa 1734. *Carte du Port La Joye dans L'Isle St. Jean* (detail). National Archives of Canada

Imperial rivalry brought another siege of Louisbourg in July 1758. Soon after, the British came to Isle Saint Jean to capture the French post and to expel every French inhabitant. Lord Rollo led the British forces. Thus ended the French occupation of the colony and therein began British rule. The principal British garrison post was established at Port-la-Joye, renamed Fort Amherst, after Jeffrey Amherst the commander of the Louisbourg expedition. For another decade, Fort Amherst was the administrative seat of power of the Island. However, Rocky Point could not compete with the newly laid out town named for Queen Charlotte, established at the mouth of the Hillsborough River (formerly, Rivière de nord-est) and soon chosen as the new capital. The strategic value of Fort Amherst in the harbour's defense was re-evaluated and resulted in the abandonment of the fort in 1768.

The military reserve lands including the fort lot were leased for a time, and the latter was sold in 1892 to John Newson who built the farmhouse on the Site. John Hyndman bought the fort lot in 1914, and sold it to the Province of Prince Edward Island in 1959. The Site's historic significance and its suitability as an historic site was recognized by the Historic Sites and Monuments Board of Canada in 1958.

1.4 IMPORTANCE IN THE NATIONAL HISTORIC SITE SYSTEM

Port-la-Joye–Fort Amherst National Historic Site of Canada is part of broad ranging program of commemoration, including national historic sites and persons and events of national historic significance. There is a family of over 900 national historic sites nation-wide, of which Parks Canada administers 145 and has contributed to many more through cost-sharing agreements. The stewardship of national historic sites is shared, as these places are variously owned by federal, provincial and municipal governments, by businesses and by private citizens.

Each national historic site has had a nationally significant impact on Canadian history or illustrates a nationally important aspect of the history of Canada. Collectively, national historic sites exemplify thousands of years of human history and a rich variety of themes, spanning political, economic, intellectual, cultural and social life. Historic sites capture the spirit and house the physical remains of our shared past, serving as powerful symbols of our identity, an inheritance of all Canadians recognized under an act of Parliament.

1.5 LEGISLATIVE AND POLICY BASIS FOR NATIONAL HISTORIC SITE MANAGEMENT PLANNING

National historic sites in Canada must adhere to national legislation. Planning, management and operation of the sites are guided by Parks Canada policy. The legislative and policy context described below is common to all national historic sites administered by Parks Canada.

Goal of Management Planning

Management plans for national historic sites are mandated under law as a means to ensure the site's commemorative integrity, including the application of cultural resource management principles and practice while guiding the provision of appropriate opportunities

for appreciation and enjoyment of the site. This management plan presents the direction that will guide Parks Canada and its partners in the protection, presentation and management of Port-la-Joye–Fort Amherst National Historic Site of Canada and its associated resources in order to ensure the commemorative integrity of this national historic site. Public input is an integral part of the management planning process.

Historic Sites and Monuments Act

The Historic Sites and Monuments Act provides the Minister of Canadian Heritage the legislated mandate to designate "historic places," or to bring them into being. Such designations are usually made on the recommendation of the Historic Sites and Monuments Board of Canada, a statutory advisory body composed of members representing all provinces and territories.

Canada National Parks Act

Port-la-Joye–Fort Amherst National Historic Site of Canada is legally considered a "national historic park" since being set aside under section 42 of Canada National Parks Act (2000), formerly Part II of the National Parks Act (1967). The new Act provides for setting aside federal lands to commemorate an event of national importance, or to preserve a historic landmark or any object of historic, pre-contact or scientific interest of national importance. Once set aside in this manner, National Historic Parks General Regulations as well as the National Historic Park Wildlife and Domestic Animals Regulations apply to these sites.

Parks Canada Agency Act

Under the Parks Canada Agency Act (1998), Parks Canada has a mandated responsibility for ensuring the commemorative integrity of national historic sites. This Act also requires that every national historic site administered by the Agency prepare a management plan to be tabled in Parliament, and that the plan be reviewed every five years.

The management plan is prepared with guidance from the Parks Canada Guide to Management Planning (2000), and in accordance with Parks Canada's current policy, described in Parks Canada Guiding Principles and Operational Policies (1994). Three sets of policy pertain to the Port-la-Joye–Fort Amherst National Historic Site of Canada management plan: National Historic Sites Policy, Cultural Resource Management Policy and Federal Heritage Buildings Policy.

National Historic Sites Policy

Canada's system of national historic sites preserves and presents tangible and symbolic aspects of our nation's cultural heritage. The National Historic Sites Policy outlines the objectives of a national program of historical commemoration, provides guidelines for the evaluation of the program including the concept of commemorative integrity, and outlines the roles and responsibilities for the recognition, designation and commemoration of sites, persons and events of national significance.

The Government of Canada's objectives for national historic sites are:

- to foster knowledge and appreciation of Canada's past through a national program of historical commemoration
- to ensure the commemorative integrity of national historic sites administered by Parks Canada by protecting and presenting them for the benefit, education and enjoyment of this and future generations, in a manner that respects the significant and irreplaceable legacy represented by these places and their associated resources
- to encourage and support the protection and presentation by others of places of national historic significance that are not administered by Parks Canada.

Cultural Resource Management Policy

To ensure that national historic sites and their associated resources and values are protected and presented appropriately, Parks Canada has developed a Cultural Resource Management Policy. Cultural resource management is built around values, practices and activities. The five guiding principles are value, public benefit, understanding, respect, and integrity. The practice of cultural resource management requires that cultural resources be identified and evaluated, and

that their historic value be duly considered in all actions that might affect them. The Cultural Resource Management Policy also provides guidance on activities ranging from corporate direction, planning, research, conservation and presentation.

Cultural resource management is an integrated and holistic approach to the management of cultural resources. It applies to all activities that have an impact on cultural resources whether they relate to protection, maintenance, appreciation or use. The five principles of cultural resource management are not mutually exclusive; rather they work most effectively when considered together. Cultural resource management is integral to the successful management of national historic sites, and should be practised by Parks Canada staff and partners in all cooperative or shared management activities.

Federal Heritage Buildings Policy

The Federal Government is committed to protecting the heritage character of recognized federal buildings by promoting long-term use of these buildings in ways that preserve their heritage character. Accordingly, the Treasury Board Heritage Buildings Policy requires the evaluation of the heritage value of all federal buildings 40 years or older. This policy is administered by the Federal Heritage Buildings Review Office (FHBRO), an inter-departmental advisory group within the federal Department of Canadian Heritage. A building evaluated as a heritage building is either Classified–the highest level of recognition–or Recognized. A building that is assessed but does not meet the criteria for recognition may be referred to simply as "not recognized." The evaluation of a building assists Parks Canada in determining how these cultural resources should be protected and used.

2.0 Commemorative Integrity

2.1 PARKS CANADA'S COMMITMENT TO COMMEMORATIVE INTEGRITY

Parks Canada's primary responsibility at Port-la-Joye–Fort Amherst is to ensure its commemorative integrity. Commemorative integrity describes the health or wholeness of a national historic site. A national historic site possesses commemorative integrity when:

- the resources directly related to the reasons for the site's designation as a national historic site are not impaired or under threat;
- the reasons for the site's national historic significance are effectively communicated to the public; and
- the site's heritage values (including those not related to national significance) are respected by all whose decisions or actions affect the site.

A Commemorative Integrity Statement (CIS) is an elaboration of what is meant by commemorative integrity for a particular national historic site. The CIS provides the benchmark for planning, managing operations, reporting and taking remedial action. The CIS identifies what is commemorated and why, which resources are directly related to the reasons for the site's designation, their value and objectives for their protection, the messages of national significance and objectives for their effective communication, and other heritage values, resources and messages associated with the site.

The CIS enables Parks Canada to specify:

- what is nationally significant about the site. This is expressed in the Statement of Commemorative Intent;
- the cultural resources of the site, as identified in the inventory, that are Level I (i.e., of national significance), what constitutes their value, and the appropriate physical condition sought;
- the messages about the site's national historic significance to be communicated to the public and how to evaluate the effectiveness of their communication to the public;
- the site's Level II cultural resources and other heritage values, and the conditions under which they will be respected, and the site's Level II messages, and how to evaluate the effectiveness of their communication.

2.2 STATEMENT OF COMMEMORATIVE INTENT

A site's national historic significance is articulated in a Statement of Commemorative Intent. The rationale is contained in recommendations by the Historic Sites and Monuments Board of Canada (HSMBC) to the Minister or is gleaned from minutes of Board meetings. In the case of Port-la-Joye–Fort Amherst, the HSMBC discussed the possibility of commemorating Port-la-Joye and Fort Amherst as a national historic site on a number of occasions from 1919 until 1958, when the HSMBC passed the following resolution:

"That the Board recommend that Fort Amherst (Port la Joie) be declared of national historic importance, and eminently suitable as a site for a national historic park."

Extrapolated from HSMBC minutes and recommendations, the following Statement of Commemorative Intent was created:

Port-la-Joye–Fort Amherst is of national historic significance because, from 1720 to 1770, it served as the seat of government and port of entry for settlers to the Island, and

because of its role as a colonial outpost in the Franco-British struggle for dominance in North America.

2.3 SUMMARY OF THE COMMEMORATIVE INTEGRITY STATEMENT

The following summary of the Port-la-Joye–Fort Amherst CIS describes the Site's key cultural resources, including the definition of designated place, in-situ resources and historic objects, as well as the key messages conveying the national historic significance of the Site and Level II messages, with clear description of where the historic value of the resources lies and what conditions lead to their impairment. The CIS for Port-la-Joye–Fort Amherst was approved in 1997.

A. Level I Cultural Resources

Parks Canada defines a cultural resource as a human work or a place that gives evidence of human activity or has spiritual or cultural meaning that has been determined to be of historic value. Parks Canada applies the term cultural resource to a wide range of resources such as cultural landscapes, landscape features, archaeological sites, structures, engineering works, artifacts and associated records. All cultural resources are valued. Cultural resources of national historic significance and therefore directly linked to commemorative intent are deemed Level I.

A resource categorized as Level II is not directly linked to the commemorative intent of the site but may have value because of its historical, aesthetic or environmental qualities and other factors such as regional or local association, or provincial, territorial or municipal designations. A building will automatically be declared Level II if recognized as Classified or Recognized following evaluation by the Federal Heritage Buildings Review Office. Resources that do not meet criteria established for Levels I and II are exempted from Cultural Resource Management Policy, and are managed under other processes and policies.

Designated Place:

As recommended by the HSMBC for commemoration, the designated place for Port-la-Joye–Fort Amherst consists of rolling grasslands and mixed woodland overlooking the narrow channel entrance to Charlottetown Harbour. The strategic location of the Site is part of its essence and definition of designated place. The topography and unobstructed views of the channel and anchorage are all key elements of designated place.

The Site includes the below-ground remains of the French outpost of Port-la-Joye and the earthwork remnants of British Fort Amherst. The Site also includes the area where the community of Port-la-Joye was situated. Although surface traces of the settlement have been largely obliterated by farming in the 19th and early 20th centuries, there are still below-ground cultural resources. The British erected Fort Amherst, a rectangular earthwork, after the French surrendered the Island in 1758.

Collectively, the natural and built features of the designated place and its views comprise a significant cultural landscape. British Fort Amherst and the French outpost are situated on a cleared bluff overlooking the entrance to Charlottetown Harbour. The earthworks of Fort Amherst are still prominent and the area around the fort is still cleared much as it was in the mid-18th century. The remains and clearing are significant elements of designated place.

The designated place of Port-la-Joye–Fort Amherst has value for its association with:

- the remnants of the French outpost and the English fortifications, such as the open ground and physical profile of the British fort
- the landscape elements and military view planes surviving from the 1720-1770 period, including views of the harbour and the channel
- the Franco-British struggle for dominance in North America

The designated place will be unimpaired or not under threat when:

- cultural resources are protected against the effects of shoreline erosion
- future developments/proposals respect the relationships of the resources to each other

The earthworks remains of Fort Amherst. *Parks Canada*

- future developments respect the topography (i.e., existing elevations are not radically altered)
- visitors are aware of and understand the extent and nature of the designated place
- military view planes are not obscured

In-situ Resources

The remains of the earthworks of Fort Amherst and other below-ground resources, such as the excavated components of the Haché-Gallant property and the Port-la-Joye outpost, relate to the Site's commemorative intent. These resources are linked to the role the Site played in directing and protecting European settlement on the Island.

The in-situ cultural resources can be divided into above-ground and below-ground resources:

above-ground resources: the above-ground Level I cultural resources at the Site consist of the earthwork remnants of Fort Amherst.

below-ground resources: the below-ground Level I cultural resources at the Site consist of the remains of the French outpost, below-ground remains of Fort Amherst, the Haché-Gallant property, and traces of other domestic properties, mainly across the creek on the west side of the Site. (See Appendix 1 for a list of resources).

The value of the in-situ cultural resources is inherent in:

- their original location, form, building material, function and relationship to each other and their evolution over time
- their association with the Franco-British struggle for empire in North America

The in-situ cultural resources will be unimpaired or not under threat when:

- historic values of surviving ruins are not threatened by current use
- surviving structural elements from all historic periods are protected
- in-situ resources are in stable condition, and protected from natural threats such as flooding and erosion
- any intervention undertaken involving in-situ resources is based on knowledge and respect for the historic value of the resource
- in-situ structural and other remains are protected according to accepted conservation practice
- access is ensured for research and interpretation
- future developments do not infringe upon the protection of cultural resources

Historic Objects

The objects that symbolize or represent the national significance of the Site (Level I resources) include a range of artifacts associated with the commemorated period of the Site.

The Port-la-Joye–Fort Amherst historic objects include:

- artifacts recovered from the Site as a result of archaeological investigations carried out in 1963, 1987 and 1988. Some artifacts are displayed in the visitor reception centre while the rest are stored in Halifax. Among the artifacts are musket balls and gun flints, hand-forged wrought-iron nails, and pieces of beautifully decorated, fine tableware from the French outpost. The French farm sites yielded shattered pieces of green-glazed earthenware bowls, common in most 18th-century colonial French sites. (See Appendix 1 for an inventory.)

The historic objects are valued for their:

- direct association with the Site in the commemorated period
- information they provide on the occupation and evolution of the Site

Historic objects (Level I and II) are unimpaired or not under threat when:

- all historic objects are inventoried and evaluated, and records maintained in accordance with national guidelines established in a collections management policy
- the collection continues to receive appropriate conservation treatment and to be maintained in appropriate storage facilities
- the collection is accessible for research and presentation purposes

Crockery artifacts on exhibit in the visitor reception centre. *K. Trainor 2002*

B. Messages of National Historic Significance

Level I messages of Port-la-Joye–Fort Amherst are:

Port-la-Joye–Fort Amherst played a pivotal role in the European settlement of Prince Edward Island from 1720-1770.

Integral to an understanding of this message is an appreciation that Port-la-Joye from 1720 to 1758 welcomed settlers from France and from the former colony of Acadie. It administered, supported and protected the inhabitants while a viable agrarian community developed. Under British rule from 1758 to 1768, the same site accommodated the military and civilian seat of power that oversaw the land survey of the Island and the establishment of settlers. As plough replaced cannon, more and more settlers called the harbour home.

Learning Objectives:

On-site and off-site visitors will learn about:

- the role of administration in promoting settlement
- the everyday life of soldiers and settlers
- the rationale of the choice of the site for the colonial capital

Port-la-Joye–Fort Amherst played an important role as an imperial outpost during the Franco-British struggle for control in North America.

The final chapter of imperial rivalry unfolded with key events profoundly affecting this island colony and its capital. Port-la-Joye was a strategically located port of call to support its allies in the context of Louisbourg and Canada. Its garrison participated in forays and Acadian campaigns, and settlers tried to support the cause by producing food stuffs. Subsequently, British Lord Rollo launched his own strategy to settle this agrarian-based colony and, until 1768, Fort Amherst was the seat of power. Mi'kmaq played a role in this struggle as allies of the French and Acadians.

Ordnance. *K. Trainor 2002*

Learning Objectives:
On-site and off-site visitors will learn about the:

- players and strategy in Franco-British rivalry
- participation of the French garrison in the Acadian campaigns
- participation of the British garrison of Fort Amherst in the deportation of Island Acadians
- defensive strategies for the harbour established by both the French and British during their occupation of the fort lot

C. Other Heritage Resources

Heritage Values and Level II Cultural Resources
This section deals with all other resources that upon evaluation do not meet the criteria established for Level I. Level II physical resources are described in Appendix 1. Level II messages are described below, as are the objectives associated with their effective protection and presentation.

Level II Messages:
The history of the designated place is important from a local historical perspective and is relevant to the Island's historical preservation movement.

The recreational and agricultural use of the land in the 19th and 20th centuries and its impact on the environment - flora and fauna - are significant.

The role of the Mi'kmaq in the history of Port-la-Joye and of Fort Amherst is significant.

Port-la-Joye–Fort Amherst National Historic Site of Canada is part of a system of parks and sites that span the country, telling the story of Canada's development as a nation.

Learning Objectives:
These messages are effectively communicated when the following objectives are met:

- activities, facilities, and programs provide the opportunity for the visitors to the Site and the public to acquire an enhanced awareness of the Site's local, regional, and environmental significance
- the visiting public understands the context of the secondary messages

2.4 COMMEMORATIVE INTEGRITY STATEMENT AS A FRAMEWORK FOR MANAGEMENT PLANNING

The overall objective of this management plan is to provide direction to managers of Port-la-Joye–Fort Amherst National Historic Site of Canada for the next decade, to ensure the Site's commemorative integrity. Because the CIS for Port-la-Joye–Fort Amherst serves as the benchmark of commemorative integrity, providing information about where value lies for the designated place and the cultural resources of the Site and providing guidance on the appropriate messages to convey the national significance of the Site, the CIS must play a fundamental role

in the selection and choice of appropriate management actions. Accordingly, the CIS objectives for designated place and for cultural resources of national significance have framed the strategic decision-making in the management plan for Port-la-Joye–Fort Amherst.

While the CIS objectives ensure the protection, knowledge, understanding and respect of the designated place and cultural resources, the CIS does not prescribe or proscribe particular actions. Actions have been selected that seek to achieve the CIS objectives and address the cultural resource management principles of value, benefit, integrity, respect and understanding. Proposed activities seek to ensure that the cultural resources are not impaired or threatened and that messages about the Site's national historic significance are conveyed. Activities that compromise the commemorative integrity of the Site and that do not follow cultural resource management principles are not permitted. At Port-la-Joye–Fort Amherst, this means management of visitor use and service and facility offerings especially in the north part of the Site, where nationally significant in-situ resources are located.

3.0 Current Context, Management Objectives and Actions

3.1 VISION FOR THE SITE

In the next fifteen years, Port-la-Joye–Fort Amherst will have maintained and enhanced the heritage values for which it was commemorated. The nationally significant resources found on the Site, and the historic objects stored in other places, will continue to be protected and presented to the public. The role of the Site in the Canadian family of national historic sites will be well-appreciated by visitors, thanks to strong partnerships and collaborative efforts with regional stakeholders. These improvements will result in increased visitation and visitor satisfaction with the Site, and the local community will regard Port-la-Joye–Fort Amherst National Historic Site of Canada as integral to a visitor experience in Prince Edward Island.

In order to achieve this vision, this management plan provides specific strategies and actions to:

- ensure the commemorative integrity of Port-la-Joye–Fort Amherst;
- manage the Site while respecting its natural resources;
- ensure facilities and services are offered to meet current visitor demand;
- increase visitation and facilitate access to the Site; and
- improve partnerships and regional collaboration.

3.2 MANAGEMENT OBJECTIVES AND ACTIONS

A. Commemorative Integrity

Ensuring the commemorative integrity of Port-la-Joye–Fort Amherst consists of protecting the cultural resources of national historic significance, communicating messages of national historic significance, protecting other heritage resources and communicating Level II messages, and respecting the cultural resources in all decisions made for the Site.

Main trail to the earthworks. *K. Trainor 2002*

Protecting Cultural Resources

The State of the Parks 1997 Report states that all of the cultural resources of Port-la-Joye–Fort Amherst are in "good" condition, including the designated place, the in-situ resources and the historic objects associated with the commemorative intent of the Site. Protecting cultural resources is the first element of ensuring commemorative integrity.

Designated Place

The designated place comprises the in-situ cultural resources and the characteristics of the cultural landscape. The gently rolling open landscape has characterized the Site since the first Europeans cleared the land for agriculture and military purposes. The views across the harbour channel and across the harbour to present-day Charlottetown were

instrumental in selecting the Site as a strategic military stronghold. Underground in-situ cultural resources are remnants of the actual buildings and artifacts used by inhabitants of the structures of the time: the remains of the earthworks of Fort Amherst, the less obvious depression marking the cellar of the Haché-Gallant property, the traces of the French outpost and the sites of French and Acadian farms.

View of earthworks from the shore. *S. Larter 2002*

To ensure that designated place is respected, the in-situ cultural resources, the landscape and the views will need on-going protection and recognition of their value. The Commemorative Integrity Statement (CIS) states that maintaining commemorative integrity of designated place requires that the Site's topography and view planes related to the Site's military and agricultural history for the period of commemoration are not obscured. Site maintenance should strive to maintain the open character of the Site, as it would have been cleared by early settlers and the military to allow a clear view of the harbour channel, and should strive to protect against or mitigate detrimental effects of erosion.

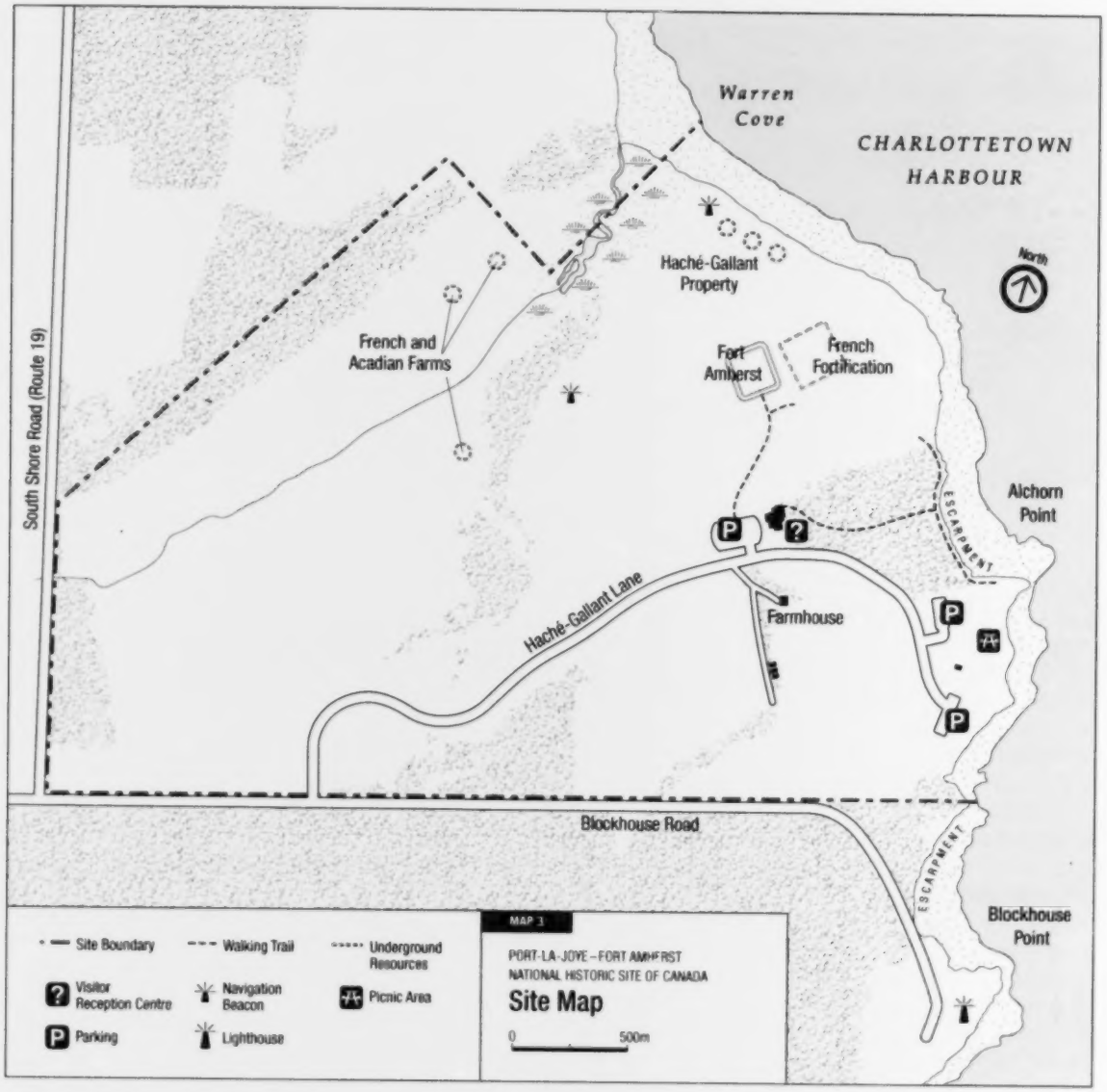
In-Situ Resources

Walking about the Site, most visitors would not be aware of the Level I in-situ cultural resources. The most obvious in-situ Level I cultural resource is the weathered earthwork remnants of Fort Amherst. The earthworks consist of ramparts, a ditch and a number of depressions inside the fort surrounding a flat central area. Archaeologists investigated the fort in 1963, excavating through the ramparts and across the ditch to the crest of the glacis. Two depressions inside the fort were determined to be semi-subterranean "rooms" cut into bedrock connected by a narrow passageway. About half of the central area of the fort was excavated, uncovering the stone foundations of a building, possibly a blockhouse. The excavations are not apparent today; the entire earthworks is covered in grass.

Less obvious is the French outpost of Port-la-Joye. Investigations carried out in 1987 and 1988 located the site of a building constructed in 1749 for the French garrison. This consisted of faint traces of building trenches into which the wood foundation of the structure was set. Research has suggested other areas where future testing might yield other resources. The site is completely underground without even altered surface topography to indicate its location; an interpretive panel indicates to visitors where it is located.

The site of Michel Haché-Gallant's property is indicated by a cellar depression. A 1734 sketch of Port-la-Joye shows three buildings on Haché-Gallant's land: two dwellings and a third structure that looks like a warehouse. The depression marks the location of one of the houses. A layer of charcoal indicates that the house was destroyed by fire. The house was a two-room, wood-frame structure, at least 9m by 10m in size, with a central chimney and a partial root cellar. The cellar was about a metre deep with a bedrock floor. Similar to other excavated Acadian houses in the Maritimes, the house had a wood frame and planked walls, probably plastered with earth on the inside. However, it differed from other Acadian houses in the Maritimes of the times in that there is no

Archeological work. *R. Ferguson*



evidence of thatched roofing, and the 1734 sketch suggests a central chimney rather than the customary end chimney.

In the 18th century, there were a number of French and Acadian farms across the creek from the Haché-Gallant property, both on and outside of present-day Parks Canada property. Of the farmsteads on the Site, no undisturbed remains have been found. However, from concentrations of French-period materials in ploughed soils, archaeologists have been able to identify two farmhouse locations on a narrow terrace on the northwest side of the stream, and another concentration of artifacts on the south bank pinpoint the location of a farm site there, all on Parks Canada property.

Level I in-situ resources are well-protected by being located below ground. Protection of in-situ resources on Parks Canada property is a matter of ensuring that visitor use and maintenance of the Site does not threaten the resources, and that natural processes, such as cliff erosion, harbour channel changes, water

Newson farmhouse. *K. Trainor 2002*

level rise and flooding, do not impair the resources. In the case of human-use threats, intervention to protect the resources may be possible. In the case of inevitable natural processes and natural change where protection in-situ is not possible, salvage archaeology should be practised, to capture and conserve resources as required.

Port-la-Joye–Fort Amherst contains cultural resources not of national significance but which have historic value and are accorded Level II status. Level II in-situ cultural resources include the Newson farmhouse and the Warren Cove range lights (navigation beacons). The Newson farmhouse is located near the visitor reception centre, overlooking the current picnic area. The farmhouse was built in the 1890s by John Newson, who purchased the consolidated "fort lot" in 1892. Parks Canada requested a FHBRO evaluation of the building, as required by the Federal Heritage Buildings Policy. A 1991 informal review preliminary to a full FHBRO evaluation concluded that the building should not be recognized as a federal heritage building. However, the management planning team for Port-la-Joye–Fort Amherst has recognized the building's local historic significance and links to messages about the evolution of the Site from military to agricultural use, and to Island settlement. The farmhouse was recognized as a cultural resource of Level II status in the 1997 approved CIS. Parks Canada will continue to maintain the building until a viable use for the building is found in future.

Two range lights (navigation beacons) erected in 1907 are located in the north part of the Site. While located on Parks Canada property, they remain in the ownership and operation of the federal Department of Fisheries and Oceans, Coast Guard (DFO). As owner of the buildings, DFO submitted the range lights for FHBRO evaluation in 1990; this determined that the lights should not be recognized as federal heritage buildings. The management planning team for Port-la-Joye–Fort Amherst has recognized the range lights' Level II historic value in relation to the themes of navigation and defence. Parks Canada and DFO have no known agreement regarding occupation of the Site, or access to and maintenance of the structures. Accordingly, Parks Canada should approach DFO to negotiate an agreement on these matters, and to encourage DFO to acknowledge the historic value accorded by Parks Canada to these structures.

Tracking visitor use and maintenance impacts, and the potential threat of natural processes to expose the cultural resources, requires monitoring. Monitoring activities should include observation of cliff erosion and assessment of the impact of visitor activities particularly on the earthwork remains of Fort Amherst. Overall, the in-situ cultural resources need to be managed according to the principles and practices of Parks Canada Cultural Resource Management Policy.

Historic Objects

Some artifacts recovered from Port-la-Joye–Fort Amherst by early archaeological investigations are on display at the visitor reception centre, while the rest are in storage in a facility in Halifax operated by Parks Canada. The collection is in good condition, and has been fully conserved and inventoried.

The excavation of Fort Amherst recovered items such as musket balls, nails, wine bottle fragments, pottery shards and door hinges and locks. The excavation of the French outpost recovered hand-forged wrought-iron nails and evidence of the military presence such as musket balls and flints. Pieces of beautifully decorated fine tableware from Rouen potteries in France suggest the relatively high social status of French officers. Investigation of the farm sites uncovered shattered pieces of green-glazed earthenware bowls from the Saintonge potteries of France. These fragments are common at most 18th-century colonial French sites.

Excavation of the Haché-Gallant property recovered a considerable quantity of bones and shells. A study of these has expanded our knowledge of Acadian diet. Census reports indicate that Port- la-Joye families kept cattle and sheep, but pigs were more common in the sample from the Haché-Gallant property. Among the bones there was also evidence of domestic chickens and geese. The house's occupants also collected oysters and fished for cod, bass and dogfish.

Historic objects need to continue to be protected as they have been since excavation. Until other opportunities arise for presentation, the historic objects are well-protected in the Parks Canada facility and other locations. On occasion, the artifacts have been used in special interpretive exhibits or presentations; this practice should continue, to allow Canadians greater access to the objects.

Goal:

To continue protection of cultural resources to help ensure commemorative integrity

Actions:

- Continue protection of below-ground cultural resources through leaving them in-situ
- Continue to monitor in-situ cultural resources, especially for impact from visitor use and from natural processes (e.g., cliff erosion, changes to harbour channel, flooding)
- Use appropriate methods to protect cultural resources at risk; however, in the case of inevitable resource disturbance due to natural processes, practise salvage archaeology
- Continue to protect view planes associated with the military history of the Site in order to maintain the cultural landscape
- Negotiate an agreement with the federal Department of Fisheries and Oceans, Coast Guard, owners of the Warren Cove range lights, regarding occupation, access and maintenance of the structures, and seek acknowledgement and protection of their historic value as recognized by Parks Canada
- Continue to protect historic objects through ongoing collections management and continue to use them for on-site heritage presentation and outreach, as appropriate

Heritage Presentation

The second element of ensuring the Site's commemorative integrity is effective communication to the public of the Site's national significance. The messages explaining Port-la-Joye–Fort Amherst's national significance are:

Port-la-Joye–Fort Amherst played a pivotal role in the European settlement of Prince Edward Island from 1720-1770.

Site visitors. *J. Butterill, 1995*

Port-la-Joye–Fort Amherst played an important role as an imperial outpost during the Franco-British struggle for control in North America.

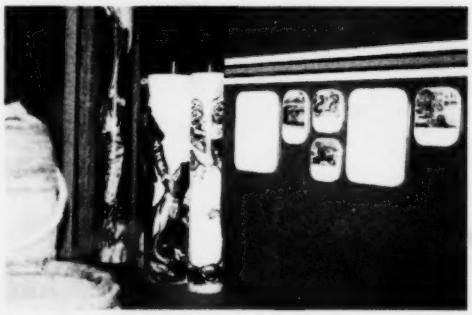
The non-personal component of the heritage presentation program at Port-la-Joye–Fort Amherst consists of visitor reception centre exhibits and an audiovisual presentation, and outdoor interpretive panels near in-situ resources. The exhibits in the visitor reception centre describe the establishment of the French and Acadian colony of Port-la-Joye, the turbulent times of the colony as it passed from French to British control several times, to its incarnation as British Fort Amherst following the deportation of Acadians from the Island, and transition when the Island capital was moved to Charlottetown. The content and look of the visitor reception centre exhibits are outdated, having been developed in the early 1970s and minimally updated following archaeological excavations in the 1980s. The audiovisual presentation is offered to groups on request, but frequent technical problems as well as outdated and factual errors in content limit its use. On the grounds of the Site, interpretive panels explain adjacent in-situ resources or the significance of views from the Site. There is limited on-site presentation, although various attempts at interpretive programming have been made in the past. During the summer, a bilingual interpretive program has been offered once a week; however, the program touches little on messages of national significance of the Site.

Currently, visitor services staff is present from June until Labour Day. The staff perform orientation, reception and limited heritage presentation duties from the visitor reception centre.

Some outreach activities occur. As part of an elementary school outreach program developed in the mid-1990s, a module on European Settlement refers to Port-la-Joye–Fort Amherst. This program has been successful with Island schools, and Parks Canada continues to work with the Provincial Department of Education to meet changing curriculum needs in elementary schools.

Recent surveys have shown some improvement in conveying messages to visitors. In 1992, a survey conducted of visitor reception centre users found that only 36 percent were aware of the Acadian history of the Site, and only 14 percent were aware of the Site's Mi'kmaw history. In 1999, another survey of visitor reception centre users found the Site was most successful in telling two stories: that the Site was the first European settlement on Prince Edward Island (identified by 85 percent of visitors), and the expulsion of Acadians in 1758 (84 percent of visitors), while 66 percent of visitors could recall the role of Mi'kmaq in helping the first settlers.

Despite this apparent improvement in communication of messages, the form of communication could be improved. The state of the exhibits and the lack of special events and imbalance in the messages contribute to a situation in which repeat visitors to the Site make little use of the visitor reception centre. (See below for a discussion of facilities and services, and of visitation and access).



Early colonization exhibit, visitor reception centre. *S. Quon, 2000*

Archaeological and historical investigations since the visitor reception centre opened have uncovered information and findings that could further improve heritage presentation. Options for on-site outdoor interpretation need to be explored, such as making effective and creative use of interpretation of archaeological and cultural resources of national significance, and making use of the natural resources of the Site to communicate the Level II message that past military, agricultural and recreational use of the land had a significant impact on the flora and fauna of the Site. Archaeologists with Parks Canada recommend against the exposure of in-situ resources for heritage presentation purposes because of their vulnerability to the elements

and the difficulty in stabilizing them. Hence, other methods need to be explored. More special events, interpretive programs and festivals could provide additional opportunities for heritage presentation. Cooperative initiatives with partners will be sought to first consider and evaluate and then pursue appropriate heritage presentation projects.

Understanding what visitors are interested in and what draws them to the Site will be important to direct any future modifications to the heritage presentation offer. Currently, the demands and expectations of the untapped visitor market is unknown. Learning more about these demands and expectations will assist Parks Canada in revising heritage presentation for the Site.

Goal:

To ensure a high-quality and effective interpretation of the messages of national significance and of Level II messages to the public; to use heritage presentation to raise awareness and understanding of the Site's commemorative integrity and its national historic significance.

Actions:

- Evaluate the heritage presentation offer at the Site and outreach efforts, focussing on the messages of national significance and Level II messages. The program should be evaluated in terms of outcomes, audiences, messages and methods of presentation used, key elements of Parks Canada's heritage presentation programming.
- Examine the role of the visitor reception centre in heritage presentation of the Site, and assess the current heritage presentation offering for outdatedness
- Enhance outdoor interpretation opportunities, particularly with respect to cultural resources with national significance such as Fort Amherst, the French outpost, the Haché-Gallant property and French and Acadian farm sites, to alert visitors to the significance of these sites
- Incorporate messages about the natural resources of the Site (and of site management) into interpretive media
- Continue development of outreach materials, especially for new media
- Identify new potential partners and continue to support existing partners in preparing and delivering outreach materials and parts of the on-site program
- Use special events, interpretive programs and festivals as opportunities to convey messages
- Support archaeological investigation and research on the history of the Site as required to support heritage presentation
- Use visitor surveys and appropriate tools to assess learning objectives identified in the Commemorative Integrity Statement

B. Natural Resources

A biophysical inventory of the Site was conducted in 1996 and findings compiled in a report entitled 1996 Ecological Inventory of Fort Amherst National Historic Site, Rocky Point, Prince Edward Island (Kunelius 1997). This inventory satisfies the Parks Canada Cultural Resource Management Policy, s. 1.1.7, which directs the managers of national historic sites to conduct a natural ecosystem feature inventory to identify natural features of special significance such as for their value as habitat for rare, threatened or endangered species or value in environmental monitoring programs.

Nature trail. *K. Trainor, 2002*

Escarpment at shore boundary of site. *S. Larter, 2002*

Prior to European contact, much of the Maritimes and eastern Quebec was densely covered in broadleaf deciduous trees of the Acadian forest, consisting of American Beech *(Fagus grandifolia)*, Sugar Maple *(Acer saccharum)*, Yellow Birch *(Betula alleghaniensis)* and occasionally Red Oak *(Quercus rubra)*, and conifers such as Balsam Fir *(Abies balsamea)*, Spruce *(Picea sp.)*, Tamarack *(Larix laricina)*, Eastern White Pine *(Pinus strobus)*, Hemlock *(Tsuga sp.)* and Northern White Cedar *(Thuja occidentalis)*. Extensive stands of individual species or even associated ones were not common.

During the French and Acadian occupation of Port-la-Joye, much of the land was cleared of its predominant Acadian forest cover and farmed. In fact, within a year of establishment of Port-la-Joye, sixteen French and four Acadian families had established farms on long, narrow plots of land along a small stream, raising sheep, cattle and pigs, and growing crops of grain and peas. Military use of the Site demanded a cleared glacis to permit a view of the harbour channel. Alien plant species were likely introduced to the area during this period. Andrew Hill Clark, noted geographer, remarks that the Acadians left "a nucleus of French population" along with "some euphonious names on the map and a basic stock of animals, seeds, fruit-seedlings, and weeds for the blessings and curses of the settlers of the next two centuries" (Clark 1959 in Three Centuries and the Island).

Likely, the topography of the Site has remained relatively unaltered since European arrival; however, the vegetation cover has probably changed radically, much as it has elsewhere on the Island. The Site is predominantly covered by grasslands (approximately 70 percent of the area), rife with introduced species. In the wooded areas (approximately 20 percent of the area), regeneration-associated species Balsam Fir *(Abies balsamea)* and White Spruce *(Picea glauca)* predominate. The hardwoods of the original Acadian forest are absent; non-native Norway Maples *(Acer platanoides)* have been planted in clusters in cleared areas of the Site. Other non-native species have been introduced to the Site. No provincially or federally significant flora or fauna were found on the Site.

Field succession has been held in check by decades of mowing; however, mowing is now selective to reduce site maintenance costs. One of the Level II CIS messages is that the recreational and agricultural use of the land in the 19th and 20th centuries and its impact on the environment–flora and fauna–are significant and are an important part of the evolution of the Site's more recent history. The open character and military view planes from the Site are integral to designated place, and should be maintained to communicate the landscape evolution message.

Goal:

To protect the Site's natural resources in accordance with Parks Canada's commitment

to environmental stewardship while ensuring the protection of those values associated with the cultural resources of national significance

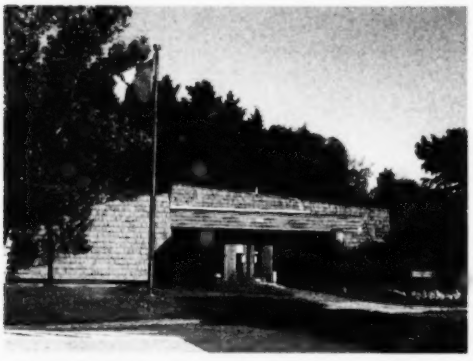
Actions:

- Continue to protect view planes associated with the military history of the Site in order to maintain the cultural landscape
- Maintain the open character of the Site associated with the history of military and subsequent agricultural use in order to maintain the cultural landscape
- Use environmentally sound management practices for the Site's natural resources

C. Facilities and Services

Built in 1972, the visitor reception centre at Port-la-Joye–Fort Amherst is the centre of facilities and services offered on site. The visitor reception centre is staffed by Parks Canada and open during the summer months. One full-time staff person does the majority of reception, orientation and heritage presentation.

The visitor reception centre is large enough to meet the needs of the current numbers of visitors. The main floor of the



Visitor reception centre. *S. Quon, 2000*

visitor reception centre consists of a main reception area, with a welcome desk where entry fees are paid, and washrooms. Adjacent to the reception area is an audiovisual room that seats thirty-five to forty people; audiovisual presentations are offered on demand to groups. The rest of the floor is devoted to interpretive exhibits. The exhibits consist of interpretive panels and some artifacts from the Site or the period being commemorated.

Mowing a trail over the site of Port-la-Joye underground fortifications. *S. Larter, 2002*

As well, some artifacts are displayed from the 18th-century French fishing establishment at Brudenell Point (Roma at Three Rivers National Historic Site of Canada), on the eastern shore of Prince Edward Island. The rest of the visitor reception centre is for staff use and for storage.

Outside the visitor reception centre, in the north part of the Site, facilities include interpretive panels, views and trails. This part of the Site containing in-situ resources has few defined trails, although some are formed by selective mowing of grass. A paved path runs from the visitor reception centre to the earthwork remains of Fort Amherst. It originates near the parking lot and is marked by a monument to Michel Haché-Gallant and by two interpretive panels. This path allows for wheelchair access over the deep ditch of the earthworks to the interior of the fort remains. South of the visitor reception centre, Michel Haché-Gallant Lane leads to a picnic area with parking, washrooms and picnic tables. A forested area with a "nature trail" links the visitor reception centre with other areas of the Site.

Currently, the facilities and services offered are adequate for the number of site visitors. The visitor reception centre is in good physical condition. However, the building is uncomfortably warm in the summer and the washrooms may be inadequate if there is an increase in visitors. Staff feel that the exhibits in the visitor reception centre are out of date. A 1999 survey of visitor reception

Visitors explore the earthworks. *S. Larter, 2002*

centre users found that 86 percent of respondents ranked the overall site visit and the visit as an educational experience as good or very good. However, as with previous surveys, respondents found a lack of activities for children; in the 1999 survey, only 38 percent of respondents ranked the visit as fun or very fun for children.

Goal:

To provide quality facilities and services in line with visitor demand

Actions:

- Evaluate facility and service offer to ensure they are appropriate for current and changing markets
- Continue to support the work of partners in delivering appropriate products and services

D. Visitation and Access

Port-la-Joye–Fort Amherst National Historic Site of Canada received approximately 4800 visitors in the 2001-02 season, and previous years' attendance to the visitor reception centre has been recorded as approximately 3370 (1998-99), 3020 (1999-2000) and 4500 (2000-01). An appreciable number of visitors use the Site in the evening, after the visitor reception centre is closed. Visitation to the Site has remained relatively low over the past few years, while visitation to the Island as a whole has increased by about 50 percent from before the construction of the Confederation Bridge. Visitation statistics have not readily distinguished visitation to the Site as a whole from visitation at the visitor reception centre. Improved research on visitation should be undertaken to understand visitation trends and visitor expectations and needs.

Although only 40km from Charlottetown, in Prince Edward Island terms, the Site is an out-of-the-way location. In contrast, by water from downtown Charlottetown the Site is a much shorter 6km away. Road access to Port-la-Joye–Fort Amherst is by a lightly traveled secondary highway (Route 19), known as the Blue Heron Drive, an attractive drive along the "South Shore" of Prince Edward Island. A number of black and white local attractions signs erected by the Province direct visitors to the Site from the Trans-Canada highway, near Charlottetown and at Cornwall at the junction of the 19 and Trans-Canada highways.

A 1999 survey of 125 visitor reception centre users determined that at least 89 percent of respondents resided outside of Prince Edward Island, and that of all respondents, 93 percent were first-time visitors to Port-la-Joye–Fort Amherst. The Site was an unplanned stop for 44 percent and a planned stop for 56 percent of all surveyed visitors, although only 3 percent indicated the Site was their trip's main destination. The survey revealed that signage both off-site and on-site appears to be a problem, where respondents rated both types of signage as poorer than average; this may be problematic considering that 20 percent of respondents indicated that road signs were their first source of information about the Site. Most respondents (56 percent) stayed at the Site from one to two hours, while 36 percent reported staying for an hour

or less, and only 5 percent indicated that they had stayed at the Site for two or more hours.

Access to the Site could be improved. By road, improved signs and sign locations would make access easier for visitors. Parks Canada is supportive of water access to the Site. The 1999 visitor reception centre user survey found that 24 percent of those surveyed stated they would be "very likely" to make use of a water taxi/boat tour connecting Charlottetown to Port-la-Joye–Fort Amherst for a few dollars. However, no water access to the Site is currently possible, due to a lack of docking facilities. Interest in developing some form of water access has been expressed by municipal agencies and the private sector, and there have been some discussions with Parks Canada representatives on the subject. Design and planning of a project of this nature would have to ensure that commemorative integrity and the natural values of the Site would be respected and would not be impaired.

Goal:

To improve visitor access to the Site to increase the number of contacts and to reach more Canadians with heritage presentation messages

Actions:

- Continue to work with the Province of Prince Edward Island to improve highway signage to improve visitor orientation to the Site
- Seek alternative methods of providing better direction to all national historic sites in the Province (e.g., a brochure or map of all national historic sites in Prince Edward Island)
- Explore opportunities for water access, seeking full financial support from municipal (e.g., Charlottetown Area Development Corporation) and provincial (e.g., government) partners
- Improve research and analysis capabilities to better understand and meet visitor demands and expectations

4.0 Ongoing Partnership and Public Involvement

Animator portrays Michel Haché-Gallant, one of the first Acadian settlers at Port-la-Joye. *S. Larter, 2002*

4.1 REGIONAL INTEGRATION

Port-la-Joye–Fort Amherst National Historic Site of Canada has an effective and mutually respected public involvement process for management decisions. Several stakeholders are recognized as having an active interest in the management and operation of the Site, including the Mi'kmaw community (particularly residents of nearby Rocky Point) and the Acadian community. The Acadian community of Prince Edward Island was instrumental in effecting a change in the name of the Site during the mid 1990s, from Fort Amherst–Port-la-Joye to Port-la-Joye–Fort Amherst, to better reflect the French and Acadian occupation and use of the Site for the majority of the period of commemoration (1720-1770). Changing the name respected community feelings about the Site and the fact that Port-la-Joye was the first capital of French-held Isle Saint Jean. Owners of lands adjacent to the Site, including residents of Rocky Point, may possess as yet unknown in-situ cultural resources associated with the Port-la-Joye period of the Site on their properties. Efforts need to be made to contact the resource owners, and to work with them to learn more about the resources under their ownership and to assist in inventorying and protecting them.

Another important stakeholder at the Site is Parks and People Association Inc. Since 1981, Parks and People has provided services at the national park and national historic sites in Prince Edward Island. Ninety-percent of the Association's profit is reinvested in the national park and national historic sites in Prince Edward Island.

Continued involvement and cooperation is desirable with these and other stakeholders (including the Charlottetown Area Development Corporation and the Province of Prince Edward Island) to develop and deliver programs, and to better integrate the Site with other regional historic sites.

While Port-la-Joye–Fort Amherst is promoted through regional marketing and tourism activities, the Site needs to be integrated more effectively with related sites and attractions throughout Prince Edward Island, particularly in the Charlottetown area and more broadly through the Maritimes. Messages

View of interior of earthworks. *S. Lanteigne, 2002*

presented at Port-la-Joye–Fort Amherst should reflect the Site's commemorative intent. However, visitors may be interested in the stories of the Mi'kmaq, the Acadians, and English-speaking settlers of Prince Edward Island beyond the period commemorated at the Site. Information should be provided at Port-la-Joye–Fort Amherst about other places where visitors may pursue their interest in these stories. Efforts should also be made to encourage the operators of other, related sites to reciprocate by providing their visitors with information about Port-la-Joye–Fort Amherst.

Goal:

To work with partners to integrate Port-la-Joye–Fort Amherst with related sites and attractions in Prince Edward Island and the Maritime region

Actions:

- Work with partners (especially the Acadian community, the Mi'kmaw community, and Parks and People Association Inc.) to develop and deliver improved interpretive programs and services for the Site; maintain responsibility for program development and delivery to ensure commemorative integrity
- Work with and encourage owners of off-site in-situ resources to inventory, protect and monitor these resources
- Work cooperatively to mutually improve visitor awareness of other sites and attractions with similar themes on Prince Edward Island (e.g., Greenwich, Prince Edward Island National Park of Canada, Hillsborough Canadian Heritage River, Roma at Three Rivers National Historic Site of Canada, Musée Acadien de Miscouche) and off the Island (e.g., Fort Beauséjour National Historic Site of Canada, Fort Gaspareaux National Historic Site of Canada, and Beaubears Island National Historic Site of Canada in New Brunswick; Grand Pré National Historic Site of Canada, Fortress of Louisbourg National Historic Site of Canada and Fort Lawrence (Beaubassin) National Historic Site of Canada in Nova Scotia.)

4.2 MARKETING

Port-la-Joye–Fort Amherst National Historic Site of Canada is one of many varied attractions on Prince Edward Island. Visitation to Prince Edward Island has increased considerably following the construction in 1996 of the fixed link to the mainland, the Confederation Bridge. Figures following the construction of the Confederation Bridge showed a 52 percent increase in visitation (or 1.2 million visitors) that year. Visitor numbers

have decreased about 3-5 percent since then, although revenue has remained at similar levels.

While Parks Canada has a limited budget to independently promote or advertise Canada's national park and national historic sites on Prince Edward Island, the Agency has developed beneficial partnerships with tourism organizations who work on its behalf. Tourism PEI, the provincial government department, and the tourism industry association, Tourism Industry Association of PEI, invite Parks Canada staff to participate, on an ongoing basis, to review materials, to make editorial changes and to attend working group meetings regarding the national park and historic sites on the Island, ensuring quality control over how the park and sites are promoted. Parks Canada uses other print and electronic media, in French and English, to promote awareness of culture and heritage in the Province, such as the National Travel Trade Directory, Media Marketplace, the provincial visitor guide, the weekly tourism publications for the Province and the City of Charlottetown, as well as Parks Canada Vacation Planners.

Port-la-Joye–Fort Amherst is a difficult site to market in its present condition. The Site has inconvenient access, lacks compelling facilities and services, has somewhat dated heritage presentation materials and exhibits, and has cultural resources that are mostly below-ground and difficult to interpret. The Site needs to tap into studies anticipating visitor trends and visitor profiles, to help direct its heritage presentation offering. Studies of Parks Canada visitors in Atlantic Canada have indicated a trend in increasing numbers of educated visitors, visitors interested in ecotourism, outdoor and adventure opportunities, and visitors on organized bus trips. As well, as indicated by a recent travel trade survey, visitors are seeking enriched, participatory and authentic cultural experiences and are willing to travel longer distances into the shoulder season.

Goal:

To respond to a changing visitor market, seeking unique, authentic, participatory experiences, and to increase the number of visitors to the Site

Actions:

- Improve research and analysis capabilities to better understand and meet visitor demands and expectations
- Following a review and renewal of site offer, pursue marketing opportunities to meet demands of the visitor market; will work with partners to develop products and services that meet the changing visitor profile for the Site

5.0 Impact Evaluation and Environmental Assessment

This management plan for Port-la-Joye–Fort Amherst National Historic Site of Canada has been evaluated considering the impact of the proposed strategies and actions on the natural environment and the commemorative integrity of the Site. (For the full text, see "Environmental Assessment of the Port-la-Joye–Fort Amherst National Historic Site of Canada Management Plan–Final Report", 2001). The environmental assessment was conducted according to direction in the Parks Canada Management Directive 2.4.2–Impact Assessment (1998), Draft Guidelines for Assessing Parks Canada Management Plans (1998), Environmental Assessment Process for Policy and Programs (Federal Environmental Assessment Review Office, 1993), and Procedures of the Department of Canadian Heritage for Complying with the CEAA (Parks Canada, 1996). The environmental assessment was conducted during the final draft stage of the management plan preparation, to accommodate any necessary changes to the management plan as a result of the assessment and to incorporate such changes into the final document.

The environmental assessment found that none of the proposed actions in this management plan will result in a negative impact on the natural environment, or detract from the commemorative integrity of the Site. The final phase of the assessment, which determined the potential "stress" and any negative or positive impact caused by the proposed actions, found that none of the proposed initiatives will impose a stress on the Site, and that in fact many initiatives will have a positive or beneficial impact on the Site environment and/or commemorative integrity.

While the actions proposed in this management plan do not necessitate any specific mitigative measures, the assessment highlights some of the proposed actions as being of key importance or suggests means to maximize the benefits of the actions:

- Site visitation needs to be accurately recorded and tracked, throughout all seasons. This will allow staff to identify prospective changes in visitation and implications for Site impact that might result.
- Regularly scheduled and documented Site investigations should be undertaken to ensure that all cultural resources unearthed by natural processes are recovered by Parks Canada. In addition, if water access is developed for the Site, cultural resource specialists must be involved during project design and construction to ensure adequate protection and recovery of any and all unearthed cultural resources.
- Efforts to maintain military view planes and the open landscape character of the Site should consider planting and maintenance practices that limit further non-native species introduction to the Site and minimize need for mowing, ensuring the species selection is in keeping with the commemorative integrity of the Site.

As the environmental assessment states, "The Plan initiatives contribute to the commemorative integrity of the site and demonstrate adherence to Parks Canada's cultural resource management goals. While no physical work has been planned, the initiatives mentioned in the Plan should enable the Site to achieve its vision." In future, should any physical work proceed, a project-specific environmental assessment will be undertaken, as required by the Canadian Environmental Assessment Act.

6.0 Implementation

The actions proposed in this management plan for Port-la-Joye–Fort Amherst National Historic Site of Canada are implemented through the Field Unit's business plan. While the management plan is envisioned as a strategic guide with a life span of ten to fifteen years (reviewed every five years), the annual business plan offers a picture of three years at a time. The business plan identifies which actions of the management plan will be realized during the next three years, and their timing and cost. Any changes to the three year forecast are captured by the annual review and update of the business plan.

Implementation of this management plan is the responsibility of the Prince Edward Island Field Unit Superintendent. The Field Unit Superintendent's three primary accountabilities are:

1. Ensuring commemorative integrity
2. Improving service to clients
3. Making wise and efficient use of public funds.

Implementation of the actions proposed for Port-la-Joye–Fort Amherst in this management plan, once approved, depends on the reallocation of resources within the Field Unit. As well, cooperative initiatives with partners will be sought to identify, evaluate and pursue appropriate projects.

Priority actions are identified and presented according to Business Plan service lines in the chart that follows; however, these may be reconsidered in response to new circumstances or information, or changing national priorities and decisions. Emphasis has been placed on those activities expected to occur during the first three years following management plan approval (i.e., the next business plan phase), but other activities to be pursued during the span of this management plan have been identified as well. No priority has been assigned to activities beyond identifying in which business planning period they will occur. Further prioritizing will occur during Field Unit business planning.

Progress on the management plan implementation will be communicated through annual reporting on business plan performance and through the State of Protected Heritage Areas report, which is updated every couple of years. As well, progress will be reported to the public annually through widely distributed print media, combined with direct mail or email contact to selected stakeholders, and through the Parks Canada website. The management plan will also be subject to periodic review, and can be amended to reflect changing circumstances. The public will be consulted about major changes.

Field Unit Priorities for Action Based on Three Year Business Planning Cycle

(following Management Plan approval)

Business Plan Service Lines	Priority Action	3-Year Business Plan Periods	
		1st Period	2nd Period
Service Line 2: Heritage Resource Protection	Continue protection of below-ground cultural resources through leaving them in-situ	■	
	Continue to monitor in-situ cultural resources, especially for impact from visitor use and from natural processes (e.g., cliff erosion, changes to harbour channel, flooding)	■	
	Continue to protect view planes associated with the military history of the Site in order to maintain the cultural landscape	■	
	Continue to protect historic objects through on-going collections management and continue to use them for on-site heritage presentation and outreach, as appropriate	■	
	Maintain the open character of the Site associated with history of military and agricultural use in order to maintain the cultural landscape	■	
	Use appropriate methods to protect cultural resources at risk; however, in the case of inevitable resource disturbance due to natural processes, practise salvage archaeology		■
Service Line 3: Heritage Presentation	Evaluate the heritage presentation offer at the Site and outreach efforts, focussing on the messages of national significance and Level II messages. The program should be evaluated in terms of outcomes, audiences, messages and methods of presentation used, key elements of Parks Canada's heritage presentation programming	■	
	Examine the role of the visitor reception centre in heritage presentation of the Site, and assess the current heritage presentation offering for outdatedness	■	
	Continue development of outreach materials, especially for new media	■	
	Work with partners (especially the Acadian community, the Mi'kmaw community, and Parks and People Association Inc.) to develop and deliver improved interpretive programs and services for the Site; maintain responsibility for program development and delivery to ensure commemorative integrity	■	
	Identify new potential partners and continue to support existing partners in preparing and delivering outreach materials and parts of the on-site program		■
	Use special events, interpretive programs and festivals as opportunities to convey messages		■
	Use visitor surveys and appropriate tools to assess learning objectives identified in the Commemorative Integrity Statement		■

Business Plan Service Lines	Priority Action	3-Year Business Plan Periods	
		1st Period	2nd Period
Service Line 4: Visitor Services	Continue to support the work of partners in delivering appropriate products and services	■	
	Continue to work with the Province of Prince Edward Island to improve highway signage to improve visitor orientation to the Site	■	
	Seek alternative methods of providing better direction to all national historic sites in the Province (e.g., a brochure or map of all national historic sites in Prince Edward Island)	■	
	Work cooperatively to mutually improve visitor awareness of other sites and attractions with similar themes on Prince Edward Island and off the Island	■	
	Improve research and analysis capabilities to better understand and meet visitor demands and expectations	■	
	Evaluate facility and service offers to ensure they are appropriate for current and changing markets	■	
Service Line 7: Management of Parks Canada	Use environmentally sound management practices for the Site's natural resources	■	
	Work with partners (especially the Acadian community, the Mi'kmaw community, and Parks and People Association Inc.) to develop and deliver improved interpretive programs and services for the Site; maintain responsibility for program development and delivery to ensure commemorative integrity	■	
	Work with and encourage owners of off-site in-situ resources to inventory, protect and monitor these resources		■
	Negotiate an agreement with the federal Department of Fisheries and Oceans, Coast Guard, owners of the Warren Cove range lights, regarding occupation, access and maintenance of the structures, and seek acknowledgement and protection of their historic value as recognized by Parks Canada		■

APPENDIX 1

Inventory and Evaluation of Cultural Resources for Port-la-Joye–Fort Amherst

Description	Level	Explanation
Port-la-Joye–Fort Amherst	Level I	Designated place/cultural landscape, location and setting linked to commemorative intent
Port-la-Joye French outpost	Level I	Below-ground remains, linked to commemorative intent. *(Identified by traces of building trenches, concentrations of French-period objects)*
Haché-Gallant property *(Cellar)*	Level I	Below-ground remains, linked to commemorative intent
French and Acadian farm sites *(Identified by concentrations of French-period objects)*	Level I	Linked to commemorative intent
Fort Amherst earthworks	Level I	Linked to commemorative intent
Below-ground resources *(Cellars and walls)*	Level I	Linked to commemorative intent
Historic objects		
Artifacts: a range of objects, from bricks, nails, musket balls and gun flints, to glass and tableware fragments, including both coarse earthenware and fine tableware. Cannon balls and architectural hardware also included	Level I	From Fort Amherst, French outpost of Port-la-Joye and farm sites Linked to period of commemoration
Artifacts from Roma at Three Rivers National Historic Site of Canada	Level II	18th-century objects, displayed at Port-la-Joye–Fort Amherst
Curatorial objects: a small number of 18th century military items purchased for display	Level II	
Ordnance	Level II	
Records	Other	Records should be maintained to ensure historic value of information contained therein. The management of Government Information Holdings Policy and the National Archives Act oversee this
Farmhouse	Level II	1890s. Has local historic value. Newson and Hyndman families lived in it, protected Site, lobbied for its recognition
Range lights	Level II	In existence since 1907. Relate to harbour navigation, and indirectly to defence